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**FAX TRANSMISSION****DATE:** March 16, 2005**PTO IDENTIFIER:** Application Number 10/646,066  
Patent Number**Inventor:** Elliot A. GOTTFURCHT**MESSAGE TO:** US Patent and Trademark Office**FAX NUMBER:** (703) 872-9306**FROM:** MORRISON & FOERSTER LLP  
James M. Denaro**PHONE:** (703) 760-7739**Attorney Dkt. #:** 578962000122**PAGES (Including Cover Sheet):** 10**CONTENTS:** THIRD PRELIMINARY AMENDMENT (7 pages)  
Certificate of Transmission (1 page)  
Fee Transmittal (1 page)

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PTO/SB/97 (09-04)

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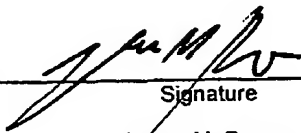
Application No. (if known): 10/646,066

Attorney Docket No.: 578962000122

**Certificate of Transmission under 37 CFR 1.8**

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Date



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James M. Denaro

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54,063  
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703-760-7739  
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THIRD PRELIMINARY AMENDMENT (7 pages)  
FEE TRANSMITTAL (1 page)

PTO/SB/17 (12-04v2)

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|   |  |  |  |
|---|--|--|--|
| Effective on 12/08/2004.<br>Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818).<br><b>FEE TRANSMITTAL</b><br><b>For FY 2005</b> |  | <b>Complete if Known</b><br>Application Number 10/646,066<br>Filing Date August 21, 2003<br>First Named Inventor Elliot A. GOTTFURCHT<br>Examiner Name Ryan F. Pitaro<br>Art Unit 2174<br>Attorney Docket No. 578962000122 |  |
| <input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27  |  |  |  |
| <b>TOTAL AMOUNT OF PAYMENT</b> (\$) 250.00  |  |  |  |

**METHOD OF PAYMENT** (check all that apply)

☐ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify): \_\_\_\_\_

☒ Deposit Account Deposit Account Number: 03-1952 Deposit Account Name: Morrison & Foerster LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

☒ Charge fee(s) indicated below ☐ Charge fee(s) indicated below, except for the filing fee  
☒ Charge any additional fee(s) or underpayment of fee(s) under 37 CFR 1.16 and 1.17 ☒ Credit any overpayments

**FEE CALCULATION****1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

| Application Type | FILING FEES |                       | SEARCH FEES |                       | EXAMINATION FEES |                       | Fees Paid (\$) |
|------------------|-------------|-----------------------|-------------|-----------------------|------------------|-----------------------|----------------|
|                  | Fee (\$)    | Small Entity Fee (\$) | Fee (\$)    | Small Entity Fee (\$) | Fee (\$)         | Small Entity Fee (\$) |                |
| Utility          | 300         | 150                   | 500         | 250                   | 200              | 100                   |                |
| Design           | 200         | 100                   | 100         | 50                    | 130              | 65                    |                |
| Plant            | 200         | 100                   | 300         | 150                   | 160              | 80                    |                |
| Reissue          | 300         | 150                   | 500         | 250                   | 600              | 300                   |                |
| Provisional      | 200         | 100                   | 0           | 0                     | 0                | 0                     |                |

**2. EXCESS CLAIM FEES**

| Fee Description                                    | Fee (\$) | Small Entity Fee (\$) |
|--|----------|-----------------------|
| Each claim over 20 (including Reissues)            | 50       | 25                    |
| Each independent claim over 3 (including Reissues) | 200      | 100                   |
| Multiple dependent claims                          | 360      | 180                   |

| Total Claims | Extra Claims | Fee (\$)  | Fee Paid (\$) |
|--------------|--------------|-----------|---------------|
| 29           | - 28 = 1     | x 50.00 = | 50.00         |

| Multiple Dependent Claims |               |
|---------------------------|---------------|
| Fee (\$)                  | Fee Paid (\$) |

| Indep. Claims | Extra Claims | Fee (\$)   | Fee Paid (\$) |
|---------------|--------------|------------|---------------|
| 4             | - 3 = 1      | x 200.00 = | 200.00        |

**3. APPLICATION SIZE FEE**


If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

| Total Sheets | Extra Sheets | Number of each additional 50 or fraction thereof | Fee (\$) | Fee Paid (\$) |
|--------------|--------------|--|----------|---------------|
|              | - 100 =      | /50 (round up to a whole number) x               |          |               |

**4. OTHER FEE(S)**

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge):

|                     |   |                         |                          |
|---------------------|---|-------------------------|--------------------------|
| <b>SUBMITTED BY</b> |   | Registration No. 54,063 | Telephone (703) 760-7739 |
| Signature           |  | (Attorney/Agent)        |                          |
| Name (Print/Type)   | James M. Denaro   | Date                    | March 16, 2005           |

va-97000

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MAR 16 2005

Docket No.: 578962000122  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Elliot A. GOTTFURCHT

Application No.: 10/646,066

Confirmation No.: 8436

Filed: August 21, 2003

Art Unit: 2174

For: METHOD TO GENERATE ADVERTISING  
REVENUE BASED ON TIME AND  
LOCATION

Examiner: Ryan F. Pitaro

**THIRD PRELIMINARY AMENDMENT**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**INTRODUCTORY COMMENTS**

Prior to examination on the merits, Applicant respectfully requests entry on this Preliminary Amendment for the above-captioned patent application.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

va-96970